



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/647,116 Confirmation No.: Unknown  
Applicant : Kevin RJB DONOVAN et al.  
Filed : August 25, 2003  
Title : METHOD AND SYSTEM FOR DYNAMIC TEXTUAL AD  
DISTRIBUTION VIA EMAIL  
TC/Art Unit : To Be Assigned  
Examiner: : To Be Assigned  
  
Docket No. : 54941.000033  
Customer No. : 21967

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicants are submitting herewith copies of the references listed on the attached Form PTO/SB/08A (modified) for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), [this Information Disclosure Statement is believed to be submitted prior to issuance of a first Office Action and within three months of the filing date of the application. Therefore, it is respectfully submitted that no fee is required for consideration of this information. However, in the event any fee is deemed necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: November 4, 2003

By:



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PTO/SB/08A (10/01) (modified)

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 2 Attorney Docket Number 54941.000033

**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
1.	US-	6,336,132	01/01/02	Appleman et al.	
2.	US-	5,920,854	07/06/99	Kirsch et al.	
3.	US-	5,845,265	12/01/98	Woolston	
4.	US-	6,078,866	06/20/00	Buck et al.	
5.	US-	6,269,361	07/31/01	Davis et al.	
6.	US-	5,918,010	06/29/99	Appleman et al.	

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	FOREIGN PATENT DOCUMENT		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	TRANSLATION	
		Country Code:	Number - Kind Code (if known)				YES	NO
7.							<input type="checkbox"/>	<input type="checkbox"/>

**NON-PATENT LITERATURE DOCUMENTS**

*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION	
			YES	NO
8.		Google Introduces New Pricing For Popular Self-Service Online Advertising Program, <a href="http://www.google.com/press/pressrel/select.html">http://www.google.com/press/pressrel/select.html</a> , p. 1-2, dated February 20, 2002, printed on 7/29/03.	<input type="checkbox"/>	<input type="checkbox"/>
9.		Collection of pages from <a href="http://www.overture.com">www.overture.com</a> , printed on 7/29/03.		
10.		Collection of pages from <a href="http://www.findwhat.com">findwhat.com</a> , <a href="http://www.findwhat.com">http://www.findwhat.com</a> , printed on 7/29/03.		
11.		Collection of pages from <a href="http://www.sprinks.com">Sprinks.com</a> , <a href="http://www.sprinks.com">http://www.sprinks.com</a> , printed on 7/29/03.		
12.		Collection of pages from <a href="http://www.kanoodle.com">Kanoodle.com</a> , <a href="http://www.kanoodle.com">http://www.kanoodle.com</a> , printed on 7/29/03.		



Substitute for form 1449A/PTO				Application Number	10/647,116
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Filing Date	August 25, 2003
				First Named Inventor	Kevin RJB DONOVAN
				Art Unit	Unknown
				Examiner Name	Unknown
Sheet	2	of	2	Attorney Docket Number	54941.000033

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*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION	
			YES	NO
	13.	Collection of pages from Google Advertising, <a href="http://www.google.com">http://www.google.com</a> , printed on 7/29/03.		

EXAMINER SIGNATURE

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.